



THE SCIENCE-BACKED MORNING ROUTINE

Pair it with the book, “Bet on Yourself,” or use it on its own

A guide to creating the **practices and a mindset routine** to set your goals, cultivate qualities for success – and create the *most fulfilling life and business.*



BET ON YOURSELF

MORNING ROUTINE

BY SARAH TURNER

Hey you, I'm Sarah Turner.

I'm an author, eight-figure business owner, and online business coach.

My mission is to help people (just like you) discover that you *can* become an entrepreneur. The ability to develop your skills, build a business from scratch, and earn money online is more accessible than ever before.

But no matter which path you take to entrepreneurship – there's one element that's going to play a huge role in your success: and that is your **mindset**.

Mindset is the combination of your beliefs, values, and perception of what's possible for you. When left unchecked, your subconscious programming can hold you back.

On the other hand – when you harness the power of an intentional mindset, you can create the most expansive, abundant, and fulfilling version of your life and business.

Many people talk about mindset in the online entrepreneur space. But the piece missing from these conversations is: *how do you actually implement it into your daily life?*

That's where your mindset routine comes in.

This workbook will walk through some of the most impactful elements of creating an intentional mindset. Then, we'll put it all together into a mindset routine you can use to reprogram your thoughts and cultivate the qualities for success *daily*.

It only takes about 5-30 minutes per day to change your life.

My advice is to use this workbook in a way that *feels right for you*. Take what resonates and leave the rest. Including whether or not you do these steps in the morning. What's most important is that you strive to be intentional about making changes in your life *each day* – no matter how small these changes are.

A mindset routine works best when it feels deeply authentic to you.

Let's dive in!

– Sarah



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1. BELIEVE THE POWER OF MINDSET

Why is mindset so ingrained in conversations about entrepreneurship?

As an entrepreneur, you're **responsible for your own growth and career trajectory**. You don't have a boss telling you what to do (and that's the good news!). But this also means that your mindset and ideas about what's possible for you can *hold you back*.

- I've been a freelancer who was stuck in the feast-to-famine cycle, working for content mills, and earning less than minimum wage for my work.
- And I've *also* been an 8-figure business owner who's able to provide for my family, give back to causes that are important to me, and have an impact on the world.

The difference between those two people largely hinged my *mindset*.

(Of course, it also comes down to having access to the right strategy, tools and circumstances. I'm not going to pretend that mindset is the **only** determinant of success, because it must be paired with action to see results).

But mindset is a superpower that fuels your journey. This is the process of...

- Understanding and reframing your beliefs and thoughts
- Cultivating resilience and other important traits
- Learning to stop letting fear hold you back
- Gaining clarity around your desires

Mindset encompasses all of the habits we need to break (and adopt), fears we need to work through, and judgment we need to detach from. All of this is important when you're doing things like setting your rates, putting yourself out there, and going after the things that scare you.



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1. BELIEVE THE POWER OF MINDSET

Taking care of ourselves – both physically and mentally – affects the way we’re able to show up in our business and for the people we serve.

And as many of my students and I have noticed, these intentional practices also *spill over into your personal life in positive ways as well.*



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2. PRACTICE GRATITUDE AND MEDITATION

Starting your mindset routine with gratitude and meditation sets a positive foundation.

These practices may sometimes sound mystical in discussions about mindset. But they are actually rooted in scientific evidence – proven to help you cultivate feelings of positivity and resilience.

Let's start with gratitude.

GRATITUDE

One of the simplest yet most effective ways to set your mindset up for success is through *gratitude*. Gratitude is the practice of recognizing and appreciating the good that already exists in your life.

We often get in the cycle of constantly striving for more. While working towards aligned goals is generally a good thing – it's also crucial to *recognize what we already have*.

A gratitude practice improves mental and physical well-being long-term. Here are a few of the many benefits:

- **Mental well-being.** Reduces stress and releases feel-good hormones. In turn, this can lead to more energy, a positive mindset and better sleep.
- **Resilience to trauma.** Helps you reframe past experiences and also have a better resistance to trauma that arises throughout life.
- **Improves relationships.** Enhances social relationships across the board – with your relationships with others and yourself.

Practicing gratitude makes us more likely to look for the good in situations, and also **appreciate our goals even deeper once we do reach them.**



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2. PRACTICE GRATITUDE AND MEDITATION

Your gratitude list doesn't need to be full of massive, life-changing events. In fact, it's better to practice recognizing the smaller, everyday moments. After all, life is more often made up of these small moments than big wins.

For example, when was the last time that you felt deeply grateful for the place you live? Even if it's not your "dream home" yet. You can write about how grateful you feel for the cozy home that keeps you sheltered and safe.

Here are some other examples...

- *"I'm so grateful my partner brought me a warm cup of coffee this morning, which made me feel loved."*
- *"I appreciate the quiet moments of the morning before the world wakes up, giving me peace and a fresh start to the day."*
- *"I'm so grateful for the meal I had this morning that nourished my body and mind for the day ahead."*

Let's practice.

Write down three things that you're grateful for today and include details:



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2. PRACTICE GRATITUDE AND MEDITATION

MEDITATION

Meditation is a powerful tool for cultivating a focused and calm state of mind. This is the process of sitting quietly, focusing on your breath, and clearing your mind.

Meditation enhances your ability to be present and mindful throughout your day. It offers a way to pause, reset – and **separate yourself from your thoughts**.

This is crucial for choosing your thoughts and beliefs with intention, instead of letting your subconscious thoughts run the show.

Here are several science-backed benefits of meditation:

- **Enhanced Focus and Concentration:** Improves your ability to concentrate and maintain focus, helping you achieve your goals.
- **Reduced Stress:** Significantly lowers stress levels, allowing for clearer decision-making and a more balanced emotional state.
- **Increased Self-Awareness:** Fosters a deeper understanding of yourself, helping you align your actions with your true values and goals.

By quieting the mind, meditation can unlock creative thinking and enhance your problem-solving skills. If this concept sounds daunting, *start small*.

Starting a meditation practice can be as simple as dedicating a few minutes each day to sit in quiet reflection, focusing on your breath. Start with just 5 minutes.

You can also use guided meditations through **apps like Headspace, Calm, and 10% Happier**.



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3. CREATE VALUE-ALIGNED GOALS

Values are your principles, beliefs, and characteristics. These play an important role in mindset work, because they **guide the decisions you make about your career and life** – *consciously and subconsciously*. So if you're not bringing awareness to your values, they can run the show without you realizing it.

As an entrepreneur, you get to decide what you want your life to look like and how you measure success. But it's easy to accidentally get wrapped up in *other* people's ideas of achievement.

If you're not careful, you'll find yourself working 12-hours a day to prove that you meet standards that don't even resonate with your true aspirations (been there).

On the flip side, when you move in the direction of goals that align with your values – this is the key to creating a **life that feels as good on the inside as it looks on the outside**.

Here are some examples of values:

- Helping others
- Having location freedom
- Being fully present with your family
- Achieving financial security

Let's say your value is to be fully present with your family when you're with them. But you're working a very demanding job that requires you to be "always-on." And even when you're not working – you feel stressed and distracted.

This work environment isn't supporting the larger *values* you have for your life.

Instead, you decide to seek-out a new job environment (goal) that allows you to be in control of your workload and headspace (value). Reaching this value-aligned goal makes you feel deeply fulfilled and accomplished.



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3. CREATE VALUE-ALIGNED GOALS

Ready to try it for yourself? Let's talk about how to **get clear on your values and use them to set your goals.**

CLARIFY YOUR VALUES

First, take some time to really think about what you want your unique life to look like.

3A. What's most important to you in life? Identify your values.

Try not to overthink this piece, just write down the first things that come to mind. Here are some more examples of values:

- Taking care of your health
- Building meaningful relationships
- Using your creative skills
- Traveling or new experiences
- Supporting your family



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3. CREATE VALUE-ALIGNED GOALS

Values are the compass that you use to set your direction and help you stay on track throughout your journey. *But they are only one half of the equation.*

In order to get where you want to go, it's important to **pair your values with tangible goals and take the actions needed to get there.** This is where your goals come in.

CREATING VALUE-ALIGNED GOALS

Clearly-defined goals give you direction and a baseline to celebrate your future achievements against. And integrating your values into these goals is key to ensuring your *success feels authentic and fulfilling.*

In this step, you'll merge your value (overarching principle) with a goal (specific outcome) and an emotion (how achieving the goal will make you feel).

Focusing on the emotions and experiences tied to your goals **enhances your emotional attachment to them, fueling your motivation. It's science, baby.**

Zeroing in on the feelings tied to achieving your goal activates the brain's neural pathways and enhances its connection to those goals. This taps into the brain's reward system, where anticipating the joy of success triggers a dopamine release that keeps you motivated.

3B. Below is the formula for crafting value-aligned goals. In the values column, write down the values that are most important from the list you created above (3A).

Here are a few examples to get you started:

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3. CREATE VALUE-ALIGNED GOALS

GOAL	VALUE	EMOTION
<i>I'm earning \$3k per month as a freelancer.</i>	<i>This allows me to support my family financially.</i>	<i>Which makes me feel proud and safe.</i>
<i>I've created a career where I can work from anywhere.</i>	<i>This enables me to travel and see the world.</i>	<i>Which makes me feel excited about my adventurous life.</i>

Now, it's your turn:



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3. CREATE VALUE-ALIGNED GOALS

Value-aligned goals play an important role in your mindset routine because they remind you of the achievements and life you're working towards daily.

You're human – which means there will be days that you wake up feeling unmotivated. And there will be tasks that might not feel exciting at the moment. But remembering the bigger picture you're working towards keeps you motivated throughout the process.

And if you ever find yourself feeling stuck or procrastinating – revisit these value-aligned goals. These feelings might be a sign that the project is misaligned with your values.

By incorporating your core values into your mindset practices and goals, you pave the way for living a fulfilling life that resonates with your deepest beliefs and aspirations.

TANGIBLE GOAL SETTING

At this point, you have high-level, value-aligned goals. But you likely need to break these down into the smaller steps and daily actions to take to reach them.

3C. Below is a formula for breaking down your high-level goals into milestones and action items. You can repeat this process for each goal you're working towards.

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3. CREATE VALUE-ALIGNED GOALS

Value-Aligned Goal	Example: I'm earning \$3k per month as a freelancer. This allows me to support my family financially which makes me feel proud and safe.
Milestones and Supporting Actions <i>Write down 3 milestones to achieve that will get you closer to your goal. Then, identify three supporting actions for each milestone.</i>	1. Example: Book 5 discovery calls with potential clients <ul style="list-style-type: none">• Send 10 cold emails per day• Connect with 5 potential clients on LinkedIn per day• Create and practice a discovery call script 2. <ul style="list-style-type: none">••• 3. <ul style="list-style-type: none">•••



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4. CULTIVATE QUALITIES THROUGH AFFIRMATIONS

Now that you've set the most important goals you're working towards, it's time to think about the qualities, skills, and beliefs to help you reach them.

The good news? *It's okay if you don't currently possess these skills.*

One of the most profound shifts you can make on your entrepreneurship journey is cultivating a **growth mindset**. This is the idea that *our traits, talents, and personalities are not fixed* – you can improve and evolve them over time.

The number one self-limiting belief that I see holding people back is the idea that who we are is fixed. But you are incredibly dynamic.

Your brain and – even your DNA – are far more malleable than we've been led to believe.

Let's say that you're interested in breaking into entrepreneurship by becoming a freelance copywriter. But you grew up thinking, *"I'm not a creative person."* This fixed label makes it hard to imagine yourself succeeding in a creative field.

A growth mindset acknowledges that you can **cultivate** skills and qualities (like creativity) through mindset work and taking action.

Embracing a growth mindset is particularly empowering for entrepreneurs, because you often face new challenges and questions. This outlook encourages you to remain curious, and trust yourself to find the solutions.

So, how do you actually cultivate new traits? Through the combination of affirmations, forming new habits, and taking action. Let's take a deeper look at affirmations.

Affirmations are powerful statements that either oppose a limiting belief about yourself – or **affirm a trait or belief that you're choosing to cultivate.**



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4. CULTIVATE QUALITIES THROUGH AFFIRMATIONS

Here are a few prompts to get you started:

What are some limiting beliefs or mindsets that hold you back from achieving your goals? List them out.

Here are some examples:

- "I'm not creative"
- "Bad things happen to me"
- "I don't know how"
- "Success is for others, not for me"
- "I'm not smart enough"



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4. CULTIVATE QUALITIES THROUGH AFFIRMATIONS

For each limiting belief identified, what is the opposite, empowering belief or trait you wish to cultivate? (If it feels too hard to believe at first you can include the idea that you are learning or practicing.)

Here are some examples, using the same list as above:

- "I'm not creative" → "I am learning how to tap into my creativity."
- "Bad things happen to me" → "I am practicing attracting positive experiences and outcomes to my life."
- "I don't know how" → "I am capable of learning any skill I set my mind to."
- "Success is for others, not for me" → "I am deserving of success and my actions lead me there."
- "I'm not smart enough" → "I am continually expanding my knowledge and skills."



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4. CULTIVATE QUALITIES THROUGH AFFIRMATIONS

What new skills or qualities are important to develop to meet your current goals?

For example, let's say you've decided to create an online coaching program teaching other people how to knit. Here are a few skills and qualities you might need:

1. Teaching others
2. Putting yourself out there online
3. Learning new tech and systems

What affirmations would help you cultivate the qualities or skills you listed above?

For example:

1. Teaching others – “I am an effective and inspiring teacher who communicates with clarity and enthusiasm.”
2. Putting yourself out there online – “There are so many people who will benefit from me sharing my story and empowering them.”
3. Learning new tech and systems – “I have all the resources I need within me and available to me to figure out new technology.”



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4. CULTIVATE QUALITIES THROUGH AFFIRMATIONS

Now taking everything you journaled about above, compile **one list of all the affirmations you created** to come back to on a regular basis:



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4. CULTIVATE QUALITIES THROUGH AFFIRMATIONS

When should you practice your affirmations? We'll talk more about the structure of your mindset routine later. But one effective time is after a meditation or a quiet moment. Your brain is more receptive to new ideas in this relaxed state.

Repeat the affirmations to yourself – either in your head or out loud. It might feel silly at first. You might not totally believe the words you're saying. That's okay.

As you start to collect wins, **write down the evidence of your affirmations coming true.** Slowly, you begin to shift your ideas about yourself and the qualities you possess.



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5. PUTTING IT TOGETHER: YOUR MINDSET ROUTINE FORMULA

Now that you've identified important mindset pillars such as value-aligned goals, beliefs you want to cultivate, and affirmations – let's put it all together.

It might seem like a lot to think about. But you don't need to spend all day every day thinking about your mindset. A short routine (even just 30 minutes) is very transformative.

The reason a daily mindset routine is so impactful is because it keeps the principles top of mind and activates your reticular activating system (RAS). The RAS is essentially the filter that influences how you perceive and interact with the world around you.

It's similar to when you decide to buy a new car of a specific model, and suddenly, you see that car everywhere. Your RAS has been tuned to notice it.

By keeping your desired mindset and values at the forefront of your thoughts, you essentially train your RAS to spotlight opportunities, interactions, and perspectives that align with those values.

Here's a recap of the pillars of an impactful mindset routine:

1. Gratitude: Write down what you're grateful for to train your brain to look for the good in situations (instead of the negative). A gratitude practice to acknowledge how far you've come when you start to reach your goals.

2. Meditation: Spend a few minutes focused on your breath and clearing your head. There are many benefits of meditation – especially learning to separate yourself from your thoughts. It also primes your brain to be receptive to your goals and affirmations.



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5. PUTTING IT TOGETHER: YOUR MINDSET ROUTINE FORMULA

3. Value-Aligned Goals: Remind yourself of your larger goals on a daily basis to fuel your motivation to tackle the tasks at hand. This is also helpful to frequently make sure that you're showing up in a way that aligns with your goals.

4. Affirmations: Voice the affirmations that you wrote down earlier. If you're short on time, you could focus on just a few specific affirmations that feel important to you based on a goal or a negative belief that's coming up that you want to shift.

5. Reading: Reading about personal development or inspiring books about entrepreneurship is one of the best ways to learn and remind yourself of what's important to you. This activates the RAS so you look for solutions and ways to apply what you're learning throughout the day. (Below is a list of my top recommendations on mindset and being your own boss).

These elements have been the most transformative for me on my journey. But as you dig in, I encourage you to shift this in whatever way works for you. The following page is a customizable workbook that you can use for your daily morning routine each day.

RECOMMENDED READING LIST:

Books on Mindset & Being Your Own Boss

- Slight Edge – by Jeff Olson
- Breaking the Habit of Being Yourself – by Dr. Joe Dispenza
- Big Magic: Creative Living Beyond Fear – by Elizabeth Gilbert
- 4 Hour Work Week – by Tim Ferriss
- How to Do the Work: Recognize Your Patterns, Heal From Your Past, and Create Your Self – by Dr. Nicole LePera



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6. YOUR DAILY MINDSET ROUTINE WORKSHEET

This customizable worksheet is designed to help you go through your mindset routine daily. Feel free to print this or transfer it into a document for everyday use!

Today's Date:

Gratitude.

Three things I am grateful for today:

1.
2.
3.

What I'm working towards.

After your meditation, remind yourself of the value-aligned goals you're working towards to motivate your daily actions.



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6. YOUR DAILY MINDSET ROUTINE WORKSHEET

This customizable worksheet is designed to help you go through your mindset routine daily. Feel free to print this or transfer it into a document for everyday use!

Affirmations.

The affirmations that are most important for me today.

1. *I am*

2. *I am*

3. *I am*

What I'm discovering.

Write about anything that resonates with you in the book you're reading that feels important to you to keep in mind today. You could also journal about anything that came up during your meditation.

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YOUR NEXT STEPS

If you found this workbook before reading “Bet on Yourself” I’d encourage you to start there. “Bet on Yourself” shows you how to define entrepreneurship on your own terms – and shares the confidence, steps, and mindset shifts to make it happen. It enforces and expands on many of the concepts we talked about throughout this workbook.

If you’ve already read “Bet on Yourself” or if you’re looking for more tangible steps towards your path of entrepreneurship – here’s how I can help you:

For the **new or rising copywriter** who’s ready to break into entrepreneurship with a highly profitable skill.



Learn how to go from zero to consistent 5-figure months with copywriting – starting with no experience or portfolio.

[Free Copywriting Masterclass](#)

For the **aspiring or expert course creator** who’s ready to reach the next level with an online program.



Learn how to turn your experience, expertise, or passion into life-changing profit and impact.

[Free Online Business Masterclass](#)

I empower you with the **mindset, support, strategy, and profitable skills** to create a career you love. Whether you’re ready to break into the world of entrepreneurship or reach the next level – we have free, valuable resources for each stage of your journey.

Together, we’ll confidently and ethically build an online business you love.

You’re amazing, my friend.
– Sarah Turner